

## ADOPTED 2005 BUDGET

DEPT: GREATER MILWAUKEE CONVENTION & VISITORS BUREAU

UNIT NO. 1912  
FUND: General - 0001

### OPERATING AUTHORITY & PURPOSE

Pursuant to the provisions of Section 59.56(10) of the Wisconsin Statutes, the County Board may appropriate funds to advertise the advantages, attractions and resources of the County and to

conserve, develop and improve the same. Any county may cooperate with any private agency or group in this work.

BUDGET SUMMARY			
	2003 <u>Actual</u>	2004 <u>Budget</u>	2005 <u>Budget</u>
Property Tax Levy Contribution to Greater Milwaukee Convention & Visitors Bureau	\$ 22,500	\$ 16,875	\$ 25,000

This appropriation represents Milwaukee County's support of the Greater Milwaukee Convention and Visitors Bureau, Inc. (GMCVB). The major function of the Bureau is the promotion of the County as a major tourist and convention destination.

The GMCVB assists the County in marketing its facilities and attractions. All County tourism-related institutions are represented by the GMCVB. Individual fees customarily charged to similar institutions are waived by the County's umbrella investment in the Bureau.

The GMCVB is a non-profit, 501(c)6 equal opportunity organization. It is governed by a 40 member board of directors on which Milwaukee County maintains two seats plus one on the Executive Committee.

Total Economic Impact of Tourism on Milwaukee County: \*

- Total travel expenditures - \$1.6 billion.
- Number of full-time jobs supported by the tourism industry - 43,661.
- Total resident income - \$968 million.
- State tax - \$184 million.
- Local tax - \$100 million.

\* Information from the Davidson-Peterson Study

Greater Milwaukee Convention and Visitors Bureau services include:

- Membership of all County facilities and attractions. All receive full Bureau benefits.
- A listing of all County facilities and attractions in 350,000 Official Visitor Guides, 10,000 Destination Guides and 25,000 Multicultural Visitor Guides.
- A listing of all County sponsored events in the bi-monthly Calendar of Events - 420,000 produced and distributed annually.
- Participation in all Bureau sponsored events, i.e., membership exchanges, education seminars, National Tourism Week events and Visitor Services Award Program.
- Travel writer support and sponsored programs.
- Two full-time representatives in Washington, D.C. actively selling Milwaukee County to association executives and one representative developing and selling the multicultural market.
- The development of targeted direct mail programs to reach and sell these markets on Milwaukee County.
- Production and placement of press releases, feature articles and stories in local, regional and national media to increase exposure of, and interest in, Milwaukee County.
- Operation of a Visitor Information Center and a Call Center providing the traveling public with information on Milwaukee County.

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- A web site listing general community information as well as membership information, including County history and Milwaukee County facts and attractions.

### **MISSION**

The Greater Milwaukee Convention and Visitors Bureau will take a leadership and visionary role to market Milwaukee as a national destination by building internal organizational excellence and external strategic partners.

### **BUDGET HIGHLIGHTS**

- Contribution to the Greater Milwaukee Convention and Visitor's Bureau increased \$8,125, from \$16,875 to \$25,000. The Department of Administrative Services-Fiscal Affairs will work with the GMCVB to ensure the funding will directly assist in marketing Milwaukee County facilities.